

## Management Strategy of Idola Bumdes Agrourism Village to Realize Improving the Community's Economy of Sambibulu, Taman, Sidoarjo

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### Abstract

The economy is part of human life, and a source in living life. The government in Indonesia has launched various rural development programs. Some people are starting to realize the importance of a change, by utilizing the plantation land into agro-tourism. One of the places where plantation land is used as an agro-tourism idol for Bumdes is in Sambi Bulu, Taman, Sidoarjo. The focus of the research is, How is the plantation management process becoming a Bumdes idol agritourism in Sambi Bulu, Taman, Sidoarjo?, What is the role of the Bumdes idol agro-tourism in realizing an increase in the community's economy in Sambi Bulu, Taman, Sidoarjo?, The research objectives were to describe the process of managing plantations to become idol Bumdes agritourism in Sambi Bulu, Taman, Sidoarjo to describe the role of agrotourism idol Bumdes agrotourism to realize economic improvement in the community in Sambi Bulu, Taman, Sidoarjo. The research methodology is a qualitative approach and this type of research is descriptive qualitative. Data collection techniques using unstructured interviews, passive participatory observation and documentation. Data analysis using data reduction, data presentation and conclusions. The validity of the data in this study uses source triangulation. The results of this study are: the management process carried out is to make changes, make fishing ponds, planted commodities, care for plants (fertilizing irrigation and others), maintenance of fish ponds, making game rides. and planting suitable plants, as a place of study and tourism based on artificial open agriculture, The role of idol-owned agro-tourism in improving the rural economy is to provide job opportunities, communities around agro-tourism are given the freedom to sell in agro-tourism, provide counseling, transmit knowledge through various training -training. However, the existence of agro-tourism cannot increase the income of workers and the surrounding community.

Keywords: Strategy, Management, Agrotourism, Bumdes, Economy, Village.

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### 1. Introduction

Discussing development, especially in developing countries, cannot be separated from rural areas. The reason is simple, some of the population in developing countries live in rural areas and the majority are still in poverty [1]. A part from that, rural areas because of their location far from the city/development center are characterized by limited economic infrastructure, few non-farm job opportunities and far from markets. While the economy in urban areas is phenomenal and fantastic, on the other hand the economy in rural areas is sluggish and hardly exciting [2]. The economy in rural areas is dominated by production activities. Production activities that are relatively less diverse and tend to be monotonous in the agricultural sector (in a broad sense: plantations, fisheries, food crop farming and horticulture, animal husbandry, forestry and their derivative products). If there are activities outside the agricultural sector, even then in a very limited number and variety [3].

The economic activities occupied by people in rural areas are very vulnerable to price instability [4]. At certain times and seasons, products (especially agricultural and plantation products) originating from rural areas can reach high and fantastic prices [5]. However, at other times and seasons, the price of agricultural products originating from rural areas may

decrease to the lowest price level. This condition causes tremendous losses for farmers. Similar incidents in other agricultural products often occur and affect the lives of farmers in rural areas. These conditions affect the life and livelihood of farming families in rural areas [6]. The unfavorable economy of people in rural areas encourages residents of rural areas to move to urban areas. The causes of the backwardness of the economy of rural communities are problems with facilities and infrastructure, limited employment opportunities in rural areas [7].

Efforts to encourage and release rural areas from underdevelopment or underdevelopment, rural development in the physical aspect need serious attention from the government and other components of society [8]. The picture presented above is the condition of the farming community which has not experienced any change. Lack of capital, knowledge, agricultural infrastructure, and the application of modern technology in agricultural activities causes this sector to have a very low production level and so on results in a farmer's income level that is not much different from income at the subsistence level [9].

A number of studies show that the number of poor and poorest people in rural areas is quite large [10]. They become part of a community with a rural structure and culture [11]. Approximately half of these are actually in the very poor category. Therefore, development

activities need to be directed at changing their lives for the better [12]. Development planning and implementation should contain efforts to empower them so that they have access to economic resources. It would not seem too exaggerated to state that the main battlefield against poverty and inequality is actually in the village [13]. Because efforts to empower rural communities and overcome poverty and inequality are becoming increasingly complex phenomena, rural development in its development is not solely limited to increasing agricultural production. Micro, small and medium enterprises (MSMEs) are an important part of the economic structure of a country or region [14].

The village community is the main human resource potential in developing the village [15]. Without the role and participation of the entire community, village development cannot be carried out properly. Some of the characteristics of village communities that need to be considered in village community development efforts are, the value of the culture of gotong-royong which is still ingrained and rooted in the village community, the standard of living and the average income level of village communities is still low because the structure of the population's livelihoods is still dominant in the agricultural sector. agriculture, village communities with their pluralism and social structure are still bound by norms or customs that have been passed down from generation to generation so that all activities may not conflict with existing customs, there is an open nature of the village community, especially to accept new ideas [16]. The nature of this openness plays a very important role in determining the strategy and direction of village development that is carried out, not liking to stand out in the village community [17].

Realizing these problems, some communities finally cooperated by exploiting the existing potential, by utilizing the plantation land into agro-tourism which can increase the economic value in the village [18]. This is done in order to increase the economic value of the plantation land itself because by making it a tourist spot the plantation land can attract consumer interest and increase the selling value of fruit in the harvest season [19]. One of the places where fruit plantations are used as agro-tourism is idol bumdes agro-tourism, Sambibulu, Taman, Sidoarjo [20].

## **2. Research Method**

This research method is qualitative. While the type of research used is descriptive research. Descriptive research focuses on actual problems as they were when the research took place. Through descriptive research, researchers try to describe events and events that are the center of attention without giving special treatment to these events. The reason for using a descriptive qualitative approach is because this research seeks to describe the strategy for managing the idol bumdes agro-tourism village to realize economic improvements for the people of Sambibulu, Taman, Sidoarjo. The resulting data is in the form of written or spoken words

from people and phenomena that are observed intensively, in detail, and in detail.

The location of this research was conducted at Agrotourism idol bumdes, Sambibulu, Taman, Sidoarjo. The reason for choosing the location of this research is because the agro-tourism is one of the places for developing and increasing the potential in utilizing natural resources, one of which is agriculture and plantations owned by these rural areas. Informants who are considered to know more about the problems to be studied in this study are as follows:

1. Manager of Bumdes idol Agrotourism, namely Mrs. Asih Putri;
2. The staff working at the bumdes idol agrotourism: Mrs. Airin, Mr. Kholik, Mr. Risky, Mrs. Dina;
3. Visitors: Mr. Dasuki and Mr. Satriyo;
4. Communities around Agrotourism idol bumdes.

In carrying out this observation, researchers used participatory observation. With this participant observation, the data obtained will be more complete, sharp, and up to know at the level of meaning of each behavior that appears. The data obtained from this observation method at least includes:

- a) Geographical location of idol bumdes agrotourism in Sambibulu, Taman, Sidoarjo.
- b) Situation and condition of idol bumdes agro-tourism in Sambibulu, Taman, Sidoarjo. Research object activities (agro-tourism management activities in increasing the economic value of plantations).
- c) The actors who are considered important and play a special role in the management of the idol agro-tourism of the Sidoarjo bumdes.

This study uses unstructured interviews. Data obtained from unstructured interviews include the history of the establishment of idol bumdes agro-tourism in Sambibulu, Taman, Sidoarjo. The process of managing plantations into agro-tourism in rural economic development in Sambibulu, Taman, Sidoarjo. The role of idol agro-tourism of Bumdes Sidoarjo in rural economic development in Sambibulu, Taman, Sidoarjo. By using documentation, the information obtained will be easier and the required data will be more valid and complete. The use of this method is necessary to obtain data about pictures and floor plans of idol bumdes Agrotourism, and Organizational structure of idol bumdes agrotourism. Data analysis is data reduction, data presentation, conclusion drawing.

## **3. Result and Discussion**

Organizational Structure of Agriculture Idola Bumdes of Sambibulu, Taman, Sidoarjo presented in the Figure 1.

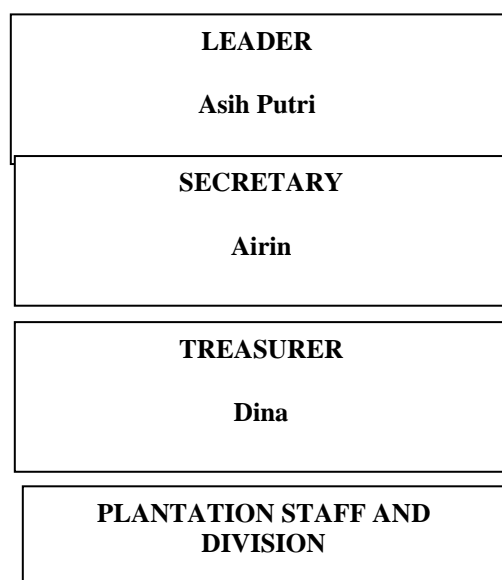


Figure 1. Organizational Structure of Agriculture Idola Bumdes of Sambibulu, Taman, Sidoarjo

Several stages must be carried out because the formation of plantations into Agrotourism idol bumdes is quite difficult and requires a long time because the planting process makes changes which initially are dry plantation land and rice fields which are eventually replanted by local residents with coffee and cloves which are converted into fruit commodities. fruit. The process carried out by Agro-tourism idol bumdes besides carrying out changes and accuracy of its commodities, agro-tourism also carries out some maintenance and manufacture of fishing facilities and games. Treatment is carried out starting from land preparation, pest eradication, irrigation, fertilization and the like, then for fertilization it also uses a lot of organic material which is good for plants and for the health of its consumers because many of the fruit picked are directly consumed by visitors to idol bumdes Agrotourism. Apart from the management of the planted commodities and the maintenance carried out, other management is also carried out in terms of the utilization of plantation land, the economic aspect, and the aspect of agricultural science. So that the management is carried out not only paying attention to how to plant, fertilize and care for plants, but also look at other potentials of the plantation land, such as the utilization of plantation land in terms of science and economics.

The management carried out is to make it a tourist spot that can support the income of the plantation. So that the management of the plantation is also in the form of making it a fruit picking tour. One of them is used as a fruit picking tour. Agrotourism idol bumdes is an artificial open space, because the layout in the plantation is regulated and managed because there are supports for tourists such as parks, swimming pools and so on. This is done to attract visitors who come and coupled with other facilities for the convenience of visitors. In addition, in terms of knowledge, it provides a means to learn about the world of agriculture and how to grow crops properly and correctly. Suggestions

for learning places provided are not only for members in agro-tourism but also provided for visitors who come. When there are some visitors who need guides to learn about the world of agriculture, agro-tourism provides them as well as knowledge and learning tools that are given according to the age and ability of the visitors. So that the utilization of his knowledge which was previously only a place for the Independent Rural Agriculture Training Center, can now be used for the outside community.

The management process carried out on plantation land is not only in the process of increasing yields but from the other potential side of the plantation because the yields may not be as much as expected because the selling price in the market is uncertain, so that other potential utilization of the plantation land can also be improve the farmer's economy and build the independence of farmers to continue to develop agricultural and plantation products. In addition, it also provides training and counseling for the surrounding farming community regarding knowledge of agricultural science so that farmers can manage and utilize agricultural products better and more precisely.

The role of idol bumdes agro-tourism in helping the economy of the surrounding community is to create jobs for the surrounding community, so that all workers who work in agro-tourism come from the surrounding community. Hiring local residents to become workers in agro-tourism does not help all of them because it is impossible for all residents to be employed in agro-tourism because only a few workers are needed so Agro-tourism idol bumdes provides other opportunities for the community by allowing selling in agro-tourism when there are big activities or days -the day when the crowds of visitors come, the Agrotourism idol bumdes does not charge fees or tickets when they are going to sell, as long as they can keep the place. When viewed from the income earned from the workers working in the Idol bumdes Agrotourism there is no increase in income earned by the workers working in the Agrotourism. Their income is the same as the income they earned before working at Idol bumdes Agrotourism with an average of 50,000 per day, but it is easier for them to get a job even though their income is relatively the same as before, because the workers previously worked outside the city and worked odd jobs so it was more difficult for them, but when working in agro-tourism is easier and have a permanent job even though their income is relatively the same there is no increase.

Then, if we look at the income of the local people who sell in agro-tourism when the fruit season arrives and some of the events held in agro-tourism there is not such a big increase, but they still get a little profit. This does not necessarily increase their income because they don't sell every day so their income is almost the same as their daily income, which is an average of 50,000 by working in gardens and rice fields. However, sellers can still get an additional income of around 30,000 – 50,000 from selling which is usually done about 2

weeks so that the daily income they get is an average of 80,000 except when there are lots of buyers it can reach 100,000, but after that they work as usual on the land gardens and fields.

This is not the only main road that can be used as a solution in increasing people's income, but what must be improved is the creative way of thinking of the community and appropriate knowledge so that people can develop their economy independently. Idol bumdes agro-tourism also contributes by making several activities that involve the community in it such as the activities of the Self-help Rural Agriculture Training Center which is already running, as well as providing training on the management of surrounding plantation products which can be made into various types so that they can provide higher economic value than sold in the form of raw materials, so what is being done is not only increasing in terms of increasing yields, but agro-tourism also wants to build a more creative and innovative way of thinking by utilizing the natural potential that is around so that people can be independent in improving their economy.

In connection with the theory of rural economic development, efforts are made to increase the value of income and better economic welfare at the level of settlements or villages which have so far been lagging behind the expected economic welfare and empowering rural communities in an effort to develop self-sufficiency and community welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilization of resources through the establishment of program policies for activities and assistance that are in accordance with the essence of the problem and the priority needs of the village community.[1]One of the aspects of basic human needs that are material in nature, namely clothing, food, shelter. Resilience in this aspect is the ability of the village community to meet these basic needs with the resources available in the village, both natural and human.[2] Village community resilience is developed to awaken the village community's vitality in managing natural resources and increasing the individual and collective capacities of village communities. The position of agriculture will be very strategic if we are able to change the mindset of people who tend to see agriculture as a producer (output) of commodities into a mindset that sees the multifunction of agriculture. ]In fact, economic development is a derivative of efforts to build Indonesian people. National development is for humans, humans are for development.

The management of Idol bumdes Agrotourism also hopes that the community will be able to be independent and creative in improving their economy, even though the production that has been attempted by the community still faces obstacles in the market which will guarantee the products that have been made by the community. This is in connection with the theory expressed by Nurkse, he argues that economic development is not only facing difficulties in obtaining

the necessary capital, but also in obtaining markets for goods produced by various industries to be developed.

#### 4. Conclusion

The process of managing plantations to become Agrotourism idol bumdes began by changing the commodity crops planted, which were originally coffee and clove plantations, then changed to fruit plantations. carry out various kinds such as providing fertilizer and proper planting methods, then managing it in terms of its utilization so that it becomes a fruit picking tour for Agrotourism idol bumdes, besides that it is also a place for learning combined with organized tourism activities. The role of idol bumdes agro-tourism in rural economic development is to provide job opportunities, the community is also given the freedom to sell food or drinks at idol bumdes agro-tourism, provides training and counseling about agriculture and how to manage raw materials that can be utilized and processed into processed products that have economic value, but the income of the surrounding community and workers did not increase with the existence of agrowista idol bumdes, Sumbubulu, Taman, Sidoarjo.

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